

# TRAC Meeting: Outreach and Agriculture Subcommittees Minutes

November 3, 2010

## Agriculture Subcommittee Member Attendees:

Last	First	Company
Buttner	Paul	California Rice Commission
Cline	C. Adam	Donaldson Co.
Duke	Dave	Foster Farms (on phone)
Isom	Roger	Calif. Cotton Ginners & Growers Assoc.
Sartell	Daniel	Button Transportation
Simpson	Charlie	E.M Tharp, Inc./Golden State Peterbilt
Sousa	Paul	Western United Dairymen (on phone)
Troesch	Fred	Interstate Truck Center/Valley Peterbilt (on phone)

## Outreach Subcommittee Member Attendees:

Last	First	Company
Leff	Michael	Valley Power Systems
Lindsey	Ken	Commercial Power Sweep Inc.
Phipps	Bob	Bettendorf Trucking
Pitto	Mary	Rural Counties Regional Council
Schrap	Matthew	California Trucking Association

Other attendees:

Cynthia Cory of the California Farm Bureau Federation

## Discussion Items

- Overview of Changes Affecting Agriculture Fleets
- ARB's General Outreach Plan (Poster, One-Stop Truck Events, Fuel Pump Advertisements)
- Outreach for 2011 Agriculture Vehicle Fleets and Two-Engine Sweepers
- Priorities/Next Steps

## Overview of Changes Affecting Agriculture Fleets

- ARB staff gave an overview of proposed amendments to the truck and bus regulation that affect agricultural fleets and 2-engine sweepers with tier 0 engines to be considered by the Board in December. The purpose of the review was to identify outreach needs and timelines. No changes were planned for 2-engine sweepers with tier 0 auxiliary engines. For agriculture vehicles, the proposed amendments would include extension of the initial reporting date to March 31, 2011, allowing use of small fleet provisions for agriculture fleets, treating all livestock feed trucks as eligible for specialty vehicle exemption, and clarifying language for vehicle definitions. There are

also proposed amendments for log trucks including an opt-in option by January 31, 2012.

### **ARB's General Outreach Plan**

- The committee was given an update of the near term outreach plan and opportunity to discuss specific elements including the poster, "One Stop Truck" events, fuel pump advertisements, and postcards.
- "One Stop Truck Events" will include training sessions, mock truck inspections, compliance and funding assistance, and vendor booths. The first "One Stop Truck" events are planned for Otay Mesa on January 21 and for San Diego on January 22. Staff are pursuing a location for a third event to be held in the Inland Empire area. Members were asked to provide ARB with any ideas on additional venues to hold these events.
- Pump top advertising will be used through the trade-corridors from February through April to inform truckers of upcoming funding opportunities and to increase awareness of the regulations. Members suggested that the outreach efforts be written in other languages other than Spanish, such as, Vietnamese and Chinese. Also, they suggested that "retrofits" besides clean trucks need to be used in the advertisements to educate truckers that there are various ways to come into compliance.
- On January 1, 2011, staff plan to send out postcards similar to those sent out last January to truck operators and owners. The mailing lists will be compiled from addresses from DMV, CHP BIT program and DOT. Members suggested that the postcard include important dates for truck owners.

### **Outreach for 2011 Agriculture Vehicle Fleets and Two-Engine Sweepers**

- ARB staff gave an overview of outreach concepts for fleets with agricultural vehicles or two-engine sweepers. These include updates in industry newsletters (January), training sessions, postcards, and also dealer network training.
- The members discussed the information needs and timing for material for the newsletters. ARB staff agreed to have information for newsletters to the Farm Bureau as close to Monday, December 20th (Monday after the Board hearing). This information should include overview of changes, critical reporting dates, and training dates. Members expressed a concern for the uncertainty of the reporting dates and requested that an advisory be sent by ARB on these dates. Stakeholders are confused and concern about compliance.
- ARB staff discussed the potential dates for providing training to the ag community. The dates available are December 29, January 4, or January 24 in Sacramento (with webcasting), with an additional training to be held in the San Joaquin Valley in January. Members stated that for the ag community, this type of training was not effective. In person training is more preferable. Cynthia

Cory, California Farm Bureau, stated that she would work with the Farm Bureaus to identify interest and potential training locations.

- Members suggested staff do outreach and training at agriculture equipment shows and at county farm bureaus throughout the state. Other members reported that there are two trade shows coming up where ARB staff could attend or provide materials for at the National Pavement Expo, the Construction Expo, or attend the West Coast National Power Sweepers Association meeting. ARB staff should also contact the League of California Cities for outreach for two-engine sweepers. Members also suggested ARB staff outreach to used equipment auctions, such as Ritchie Brothers.
- Members stated that focusing the Sacramento webcast training on informing the dealers will be more beneficial. Also, using tractor and agriculture equipment dealers for distributing outreach materials would also be important. Staff identified January 24<sup>th</sup> as the first potential date for a Dealer Training event.

**Priorities/Next Steps**

- The next TRAC meeting will be held on January 12 and 13, 2011.